Michael W. Hilding

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Creative Director

As creative director, I have had success planning, directing and implementing a range of design projects including marketing, brand management, UI/UX and web applications.

AREAS OF EMPHASIS

- Project planning/execution
- Client issue management/sprint planning (JIRA)
- Documentation (Confluence)
- UX and accessibility
- System theming and theme creation

- Responsive web (HTML, CSS, LESS)
- Cross browser testing
- Version control
- Marketing/print production (Brochures, flyers, email)
- Trade show print design

PROFICIENCY

Environments: Mac OS, Windows, UNIX command line

Tools: PHPstorm, Sketch, Illustrator, Photoshop, Google analytics, JIRA, GIT, Drupal

Languages: HTML, CSS, LESS, JS

EXPERIENCE

■ Creative director - aRes Travel inc.

Apr 2011 – 2019

Create and manage the aRes brand. Create and document web design/development processes. Create client branded themes for the suite of aRes web applications, while maintaining and adapting to modern web trends, technologies and standards. Responsive UI design/development. Team management. Testing and product deployment. Landing page development. Marketing campaigns.

Selected achievements:
- Designed/created/maintained the UI for the aRes booking engine
- Designed/created/maintained the theming system for affiliate sites
- Created and implemented successful marketing campaigns for large clients including Disney, Universal, Knotts, Legoland, and more.

■ Sr. Web designer/coder - Mission federal credit Union

May 2009 - Feb 2011

Design and build missionfed.com. Create web marketing materials and emails. Internal system design.

Selected achievements:
- Conceptualized successful contests for social media (My mission: my video contest)
- Established a social media presence
- Redesigned internal portal used at all branches of mission fed
- Won design awards for missionfed.com

■ Web designer/Developer 2 - San Diego Union Tribune

Aug 2005 - May 2009

Design and create UI for sandiegouniontribune.com. Create emails, marketing sites, landing pages, content elements. Design and create blog templates. Ad creation.

Selected achievements:
- Redesigned and coded the entertainment section of sosd.com
- Designed and created the site for amplifysd.com (UT radio station)
- Hosted an episode of "Mixtape" on amplify radio
- Helped create an award winning fire map during major San Diego fires
- Won SPJ design award for sosd.com (Society Professional Journalism)

For more work experience please visit linkedin.com/in/mhilding

PERSONAL ATTRIBUTES

"I started with graphic arts in high school, but designed my first logo when I was 10. I attended R.O.P. metal fabrication and graphic design classes. Designed shirts for the wrestling team, and contributed to school art publications. I airbrushed helmets and overalls for kids at school, muraled my local bike shop when I was 16, build sets for theater at 18. Trained on the "old school" methods, stat camera, rubylith, hand inking. Then I colored comic books professionally (image and darkhorse) and learned film output. I moved into doing art for screen printing and eventually discovered web design in 1997. As a musician, I've played in bands since I was 18. I enjoy BMX, hiking/camping, movies and building/fixing things."